In the claims:

1.   (Currently Amended) A _programmed computer_ method of identifying potential customers for delivery of promotional materials, such method _implemented by the programmed computer to effect_ ~~comprising~~ the _following_ steps ~~of~~:

a third-party database ~~accumulating~~ _forming_ data _files_ about customers ~~from a plurality of independent vendors who independently provide data about their respective customers~~ at the request of the customers ~~where such accumulated data is saved within a database of a third party~~;

a programmed central processing unit of ~~forming a customer profile by~~ a vendor of the plurality of independent vendors _forming a customer profile_ for targeting delivery of the promotional materials to potential customers;

a programmed comparator of the database of the third party searching _the formed·files within_ the database and identifying customers which match the customer profile _within_— the database of the third party; and

a programmed processor forwarding promotional materials to the identified customers.

2.   (Original) The method of identifying potential customers as in claim 1 further comprising detecting a purchase by a customer of the identified customers.

3.   (Original) The method of identifying potential customers as in claim 2 wherein the step of forwarding promotional materials further comprises printing out the promotional materials at a point of sale of the purchase.

4. (Original) The method of identifying potential customers as in claim 3 wherein the step of forwarding promotional materials further comprises printing out a coupon.

5. (Original) The method of identifying potential customers as in claim 1 wherein the step of forwarding promotional materials further comprises composing an e-mail to the identified customer.

6. (Original) The method of identifying potential customers as in claim 5 wherein the step of forwarding promotional materials further comprises providing indicia of authenticity within the promotional materials.

7. (Original) The method of identifying potential customers as in claim 1 wherein the step of forming the customer profile further comprises specifying a geographical locale of prior purchases made by the potential customers.

8. (Original) The method of identifying potential customers as in claim 1 wherein the step of forming the customer profile further comprises specifying a subject matter of prior purchases made by the potential customers.

9. (Original) An apparatus for identifying potential customers for delivery of promotional materials, such apparatus comprising:

means for forming a customer profile by a vendor for targeting delivery of the promotional materials to potential customers;

means for identifying customers which match the customer profile within a database of a third party; and

means for forwarding promotional materials or messages to the identified customers.

10. (Original) The apparatus for identifying potential customers as in claim 9 further comprising means for detecting a purchase by a customer of the identified customers.

11. (Original) The apparatus for identifying potential customers as in claim 10 wherein the means for forwarding promotional materials further comprises means for printing out the promotional materials at a point of sale of the purchase.

12. (Original) The apparatus for identifying potential customers as in claim 11 wherein the means for forwarding promotional materials further comprises means for printing out a coupon.

13. (Original) The apparatus for identifying potential customers as in claim 9 wherein the means for forwarding promotional materials further comprises means for composing an e-mail to the identified customer.

14. (Original) The apparatus for identifying potential customers as in claim 13 wherein the means for forwarding promotional materials further comprises means for providing indicia of authenticity within the promotional materials.

15. (Original) The apparatus for identifying potential customers as in claim 9 wherein the means for forming the customer profile further comprises means for specifying a geographical locale of prior purchases made by the potential customers.

16. (Original) The apparatus for identifying potential customers as in claim 9 wherein the means for forming the customer profile further comprises means for specifying a subject matter of prior purchases made by the potential customers.

17. (Previously Presented) An apparatus for identifying potential customers for delivery of promotional materials, such apparatus comprising:

a database of a third party that contains customer information provided by a plurality of independent vendors regarding their respective customers;

a data entry device adapted to form a customer profile by a vendor of the plurality of independent vendors for targeting delivery of the promotional materials to potential customers;

a comparator adapted to identify customers which match the customer profile within a database of a third party; and

a communication processor adapted to forward promotional materials to the identified customers.

18. (Original) The apparatus for identifying potential customers as in claim 17 further comprising a transaction processor adapted to detect a purchase by a customer of the identified customers.

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19. (Original) The apparatus for identifying potential customers as in claim 18 wherein the communication processor further comprises a printer adapted to print out the promotional materials at a point of sale of the purchase.

20. (Original) The apparatus for identifying potential customers as in claim 17 wherein the forwarding promotional materials further comprises indicia of authenticity provided within the promotional materials.

21. (Original) The apparatus for identifying potential customers as in claim 17 wherein the customer profile further comprises a geographical locale of prior purchases made by the potential customers.

22. (Original) The apparatus for identifying potential customers as in claim 17 wherein the customer profile further comprises a subject matter of prior purchases made by the potential customers.